

**Abstract**

The present invention relates to a modular information system (10), in particular an advertising system, with a print medium (2, 2') having printable sections (4, 4')  
5 of a set of separate, substantially identical information carriers (3, 3'), wherein each information carrier comprises a larger surface as an average section of the print medium, and a bonding element (5, 5') being arranged at at least each section (4, 4'), wherein the bonding element (5, 5') connects a printed section (4, 4') of the print medium and a separate information carrier (3, 3') after the bonding in  
10 a manually releasable manner.

In a preferred exemplary embodiment of the invention, the bonding element is formed as a bonding film (3'), which comprises in at least a sub-section the form of an information communicating symbol.

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(Fig. 1)